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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Complete if Known

Application Number	10/677,925
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Filing Date	October 1, 2003
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First Named Inventor	Brian Shield
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Group Art Unit	2162
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Examiner Name	1	SHAHID AL ALAM
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Attorney Docket Number	W2100/280782
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U.S. PATENT DOCUMENTS[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

**Examiner
Signature**

/Shahid Alam/

Date Considered

07/08/2007

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**INFORMATION DISCLOSURE
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Sheet 2

of 2

Complete if Known

Application Number 10/677,925

Filing Date October 1, 2003

First Named Inventor Brian Shield

Group Art Unit 2162

Examiner Name SHAHID AL ALAM

Attorney Docket Number W2100/280782

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/SA/		NIELSEN MEDIA RESEARCH: "About Nielsen Media Research," September 15, 2003, pp. 1-3, www.nielsenmedia.com/about_us.html	
/SA/		NIELSEN MEDIA RESEARCH: "Directory of ZIP Codes by Local Markets," October 1, 2003, p. 1, www.nielsenmedia.com/reports_available/directory_of_zip_codes_by_local_market/zipsbydma.html	
/SA/		GREATDATA.COM: "Nielsen DMA Codes," September 17, 2003, p. 1, www.softwaretools.com/nielsendmacodes.php	
/SA/		ERIC ROTHENBUHLER: "Market," September 17, 2003, pp.1-2, www.museum.tv/archives/etv/M/html/M/market.htm	

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